



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8727 ~ Fx 530-581-8787

AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE
Tuesday, November 4, 2008 – 9:00 a.m.
Board Room – Tahoe City Public Utility District
221 Fairway Drive, Tahoe City

Mission of the North Lake Tahoe Chamber of Commerce

"to take specific actions to help improve the opportunity for local businesses to achieve and sustain success; to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community."

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT SUBCOMMITTEE – 9:00 a.m.

Note: Subcommittee Members are Liz Dugan (SVBA), Kelly Atchley (TCDA), Cheri Sprenger (NTBA), Kay Williams (WSA), Joy Doyle (NVRA), Dave Wilderotter (NLTRA Board), Chair Justin Broglio (At-Large; Subcommittee Chair)

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber of Commerce Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
- C. Discussion and Possible Action on Subcommittee Recommendations to the Chamber of Commerce Advisory Committee to Approve Community Marketing Program Event Grants (20-30 minutes)
- D. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the West Shore Association (10 minutes)
- E. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Northstar Village Retailers Association (10 minutes)
- F. Subcommittee Member Comments (5 minutes)
- G. Adjourn Subcommittee Meeting

Chamber of Commerce Advisory Committee Members

NLTRA Board:

Dave Wilderotter
Alex Mourelatos
Debra Darby-Dudley

Committee Members:

Cheri Sprenger, North Tahoe Business Association, Committee Chair
Justin Broglio, Snowbomb, Subcommittee Chair
Kelly Atchley, Tahoe City Downtown Association
Sherina Kreul, Bank of the West
Liz Dugan, Squaw Valley Business Association
Kay Williams, West Shore Association
Mike Young, Dickson Realty
Joy Doyle, Northstar Village Merchants
Jim Phelan, Tahoe City Marina

County Representative

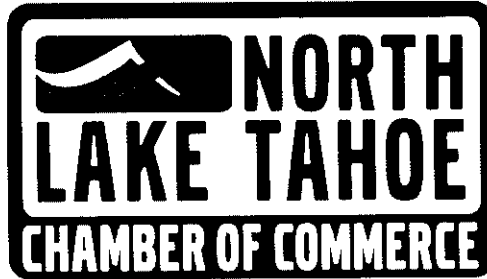
Ron Yglesias

Quorum

2 Board Members
1 Lay Member

- II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE – 10:00 a.m.**
- A. Call to Order – Establish Quorum
 - B. Public Forum: Any person wishing to address the Chamber of Commerce Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum.
(3 minutes)
 - C. Agenda Amendments and Approval
 - D. Approval of the Chamber Advisory Committee Meeting Minutes – September 2, 2008
 - E. Approval of the Grants Subcommittee Meeting Minutes – September 30, 2008
 - F. Chamber Program and Project Updates – Kym Fabel (*10 minutes*)
 - Chamber Business Plan – Implementation Activities, Website Statistics
 - Other Upcoming Chamber Events & Activities
 - G. Discussion and Possible Action to Consider Subcommittee Recommendations and Approval of Community Marketing Program Event Grants (*5 minutes*)
 - H. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Grant Program Request Submitted by the West Shore Association (*5 minutes*)
 - I. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Grant Program Request Submitted by the Northstar Village Retailers Association (*5 minutes*)
 - J. Discussion and Request for Participation by Interested Committee Members – NLTRA Marketing Decision Tool Development (*15 minutes*)
 - K. Committee Member Reports/Updates from Community Partners (*5-10 minutes*)
 - L. Adjournment

Posted and emailed October 29, 2008



October 31, 2008

To: Community Marketing Program Grants Subcommittee

Fr: Chamber Staff

Re: Discussion and Possible Action on Subcommittee Recommendations to the Chamber of Commerce Advisory Committee to Approve Community Marketing Program Event Grants

Background

At your September 30th meeting, you began deliberations to develop a set of event grant recommendations for approval and recommendation to the full Chamber of Commerce Advisory Committee. Under this agenda item, you are scheduled to complete your deliberations.

Requested Action

Following further committee discussion and deliberations, that the Subcommittee approve a set of event grant recommendations for consideration and approval by the Chamber of Commerce Advisory Committee.



October 31, 2008

To: Community Marketing Program Grants Subcommittee

Fr: Chamber Staff

Re: Discussion and Possible Action on Subcommittee Recommendation
and Approval of a Community Marketing Program Grant Request
Submitted by the West Shore Association

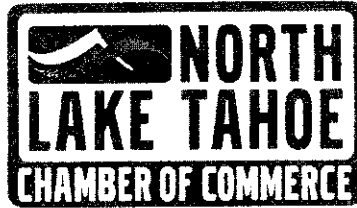
Background

The West Shore Association has submitted its FY-2008/09 Grant Request in the amount of \$10,000. Staff has reviewed the proposal and determined it to be consistent with the adopted Community Marketing Grant Program criteria.

The grant application is attached to this memorandum for your review and information. West Shore Association representatives will be at the meeting to present the request and respond to any questions the Subcommittee may have.

Requested Action

Following questions and discussion, that the Subcommittee consider a positive recommendation in support of the West Shore Association grant request and forward your recommendation to the full Chamber of Commerce Advisory Committee.



NORTH LAKE TAHOE CHAMBER OF COMMERCE
Community Marketing Program
Fiscal Year 2007/2008

Applications for the Community Marketing Program and any invoices for payment, based on an approved application, shall be sent to the Chamber as follows:

Kym Fabel, Manager
 North Lake Tahoe Chamber of Commerce
 PO Box 884
 100 North Lake Blvd.
 Tahoe City, CA 96145
 530-581-8764
 Kym@PureTahoeNorth.com

Date Submitted: 9/15/08		
Name of Applicant Organization: West Shore Association		
Mailing Address: P. O. Box 844		
City: Homewood	State: CA	Zip: 96141-0844
Telephone: 530-525-9920	Email: westshoresports@sbcglobal.net	
Website: tahowestshoreassoc.com		
Chief Executive Officer: Gary Chaney		
Telephone: 530-525-7333	Email: gary@chaneyhouse.com	
Project Director: Rob Weston		
Telephone: 530-525-9920	Email: westshoresports@sbcglobal.net	
How long organized? 25 yrs.	Is organization non-profit? 501-C3	
Purpose of organization: Non-profit local business association that supports the general welfare and prosperity of all businesses and promotes awareness of Lake Tahoe's West Shore.		
The WSA also acts as a support group for all local West Shore businesses.		
Tax ID Number: 68-0381292		
Total annual budget: Approx. \$20,000.00		
Project Name: Item #1 WSA Map/Brochure, Item #2 West Shore's "Opening Day at the Lake"		

Item #3 X/C Olympic Trails Support, Item #4 WSA Website ongoing enhancements
If application if for an event, actual date(s) of event: Item # 2 “Opening Day at the Lake”,
Friday May 22, 2009 through Memorial Day Monday May 25, 2009
Narrative description of the project: Please see attached descriptions of each item.
Purpose of project: All four items requested are designed to continue the WSA’s commitment
to support the general welfare of the West Shore business community while promoting and
enhancing visitors experiences. The WSA also contributes to locals appreciation of
and participation of their west shore communities.
How is project consistent with organization’s mission or purpose? All of these items requested
greatly contribute to the WSA’s ability to deliver it’s stated mission and purpose. All of these
items have a direct benefit to the WSA businesses and all visitors to the West Shore.
How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ?
Please see complete description on 3 page attachment.
Item # 1, the WSA Map/Brochure provides much needed way-finding for visitors. Item# 2,
Opening Day at the Lake is a four day event, showcasing the West Shore’s diversity. Item # 3,
Marketing and promotional support of the 1960 X/C Trails. Item # 4, WSA website revamp
Total budget of WSA: \$16,000.00 Please see complete event budget below.
North Lake Tahoe Resort Association funds requested: \$10,000.00
Percentage, of total budget, requested from the NLTRA Community Marketing Program: <u>62.50%</u>
Sources of other funding to support the project budget:
WSA Dues, Individual WSA Businesses, Tahoe City Rotary, District 5 Benefit Fund
Description of how success of project will be measured (if applicable)
Please see attached description and measures of Items # 1 and # 2
Please see budget below for Item #2 “Opening Day at the Lake”

If the Community Marketing Program application is for a special event, the following additional information must be provided to complete the application process. To ensure your application qualified for the review process, please carefully profile your proposal against the eligibility criteria as listed in the *Community Marketing Program Grant Funding Application Form* as well as the Special Event Criteria as listed below.

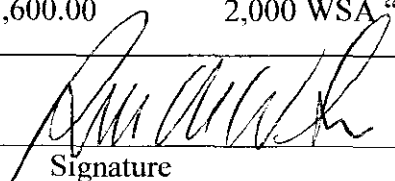
- The event must be held in the North Lake Tahoe area, as further defined by the service area of the requesting organization.
- The timing of the event shall be consistent with the following principle as set forth in the *North Lake Tahoe Tourism and Community Investment Master Plan*.
- Events that generate local and regional exposure and public relations value will be given primary consideration.

Required Documentation for Special Events

Total budget for event: \$4,500.00

Promotional Plan: (Specify media schedule, names and/or location of Ad placements. Number of printed pieces and distribution plan. If item is sponsored, please describe sponsorship.)

\$ 500.00	WSA generated Internet
\$ 500.00	Tahoe World/Sierra Sun Newspaper
\$ 500.00	The Weekly Magazine
\$	Radio
\$	TV
\$	Rack Cards
\$ 300.00	Posters, not Brochures
\$1,100.00	3,300 pieces Direct Mailed
\$1,600.00	2,000 WSA "Passport" Printed Programs



 Signature

9-15-08

 Date

Rob Weston, Treasurer, Secretary
 Print Name and Title

September 15, 2008

The West Shore Association respectfully requests \$10,000 from the Community Marketing Program to assist us with four projects that will support and promote the region. We feel all of these projects are well within the criteria set up by the Chamber of Commerce Advisory Committee.

Item #1 West Shore Brochure/Map	Grant Funds \$4,000	WSA Matching \$2,500
--	-------------------------------	--------------------------------

The purpose of this project is to give visitors to the region a comprehensive way-finding map and key reasons to visit the West Shore. This year's brochure and map, highlighting both summer and winter activities, with detailed information about the many special places is a continuation from 2008. We will incorporate changes and upgrades as necessary to keep this piece a great tool for both visitors and locals. We plan to use Certified Folder to distribute these brochures around the entire lake, as well as have additional quantities available for West Shore Businesses, Chamber of Commerce locations and WSA events. This grant request is for the additional production, distribution, and ongoing corrections.

Planned production:	30,000 Map/Brochures
2009 Circulation:	Entire Lake Tahoe

Item # 2 "Opening Day at the Lake"	Grant Funds \$3,000	WSA Matching \$1,500
---	-------------------------------	--------------------------------

The WSA is again coordinating all the existing West Shore Memorial Day events as a major "shoulder season" marketing promotion to attract visitors to the region over the traditional four day holiday. The WSA will be printing and mailing 3,500 "event post cards" to all West Shore homeowners and distributing an additional 1,000 "Opening Day passports" at area businesses. These passports will list events, times, locations; major raffle prize awards; and provide space for each business to "stamp" the passports. The WSA will provide each participating business with a dedicated rubber stamp and instruction sheets to be circulated to all employees. Each business is totally responsible for their event and stamping visitors passports to qualify for awards. The WSA has prepared a dedicated web page on our website, will create the third poster (now a series), issue a press release, and create print advertising to identify participating businesses. After the

weekend passports will be collected from all businesses and a time frame will be set to allow people to mail passports back to WSA for the raffle drawing. From the passports WSA will provide businesses with the number of stamps each have received over the promotion to aid in tracking success of their events. 2008 was a moderate success, due to cool weather, yet we're planning for another great series of events for both locals and visitors.

2008 "Opening Day" Recap:

- Over 3,300 Passports mailed, and over 150 Passports circulated.
- 1,100 visitors through the Maritime Museum
- Greatly increased restaurant business by 7% - 12%,
- Over 100 Sea-Plane attendees, in spite of overcast skies
- WSA & Granlibakken raised \$900.00 for LTMF (after expenses)
Second Annual LTMF fundraiser, 125 attendees
- KQED Annual Auction, \$1,500 value "Opening Day at the Lake" weekend Family of Four, 2 nights lodging at Granlibakken, dinner at Sunnyside, 2 hour California Chris Craft boat ride, bikes or kayaks at West Shore Sports

	Grant Funds	WSA Matching
Item # 3 Marketing & Support 1960 X/C Trails	\$ 500	\$ 500

Last year the WSA assisted Sugar Pine Point State Park with promotion of "Ski the Trails of the Olympians" and hosted two ski days followed by the original 1960 movie "Flame in the Snow". The WSA also helped distribute maps and brochures of the 1960 Winter Olympic X/C Trails. As we approach the 50th anniversary of the 1960 Winter Olympics, the WSA plans to increase its support through promotional venues, advertising and assistance with interpretive events such as cross country tours and snowshoe tours along with receptions for participants. West Shore businesses have also greatly supported 1960 Winter Olympic X/C Trails through fundraisers.

	Grant Funds	WSA Matching
Item # 4 WSA Website Revamp	\$2,500	\$1,500

The WSA has added significant upgrades our existing website. These included visual enhancements to our Business Directory as well as informational related services to make the website a more valuable tool for businesses. We have

West Shore Association

P.O. Box 844

HOMWOOD, CA 96141

p 530-525-9920, f 530-525-1439

Page 3 of 3

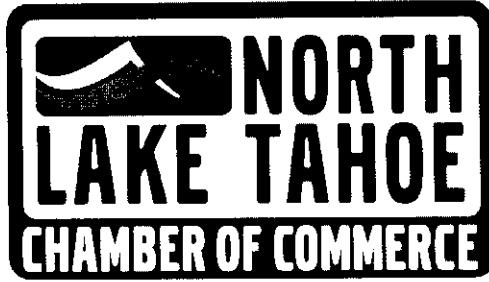
added a photo of each WSA member's business as well as Yahoo Maps directions to each member's location. The WSA also has current California and Nevada road conditions and weather forecasts to aid travelers to our region. The WSA added links to dedicated web pages for events such as the "Opening Day at the Lake", "The Ghost of Mark Twain" and the "Lake Tahoe Music Festival" as well as updates regarding the 1960 X/C Olympic Trails at Sugar Pine Point State Park. We have also added webcams at Homewood Mountain Resort and other locations along the magical West Shore to enhance the visitor's experience. The request is to continue the WSA website overhaul and to continue to promote the region to all locals and visitors.

In order to maximize the use of our newly refurbished web site, the WSA proposes to continue to update the "Opening Day at the Lake" event page as well as to continue to offer our viewers the opportunity to download a PDF file from the Web Site for our "Opening Day Passports". These pages need to be updated annually.

Additionally, we propose to purchase a link from the Sierra Sun/Tahoe World that would make all of their viewers available to the WSA as potential traffic on our Web Site. The exposure for our Businesses and Events would significantly impact the West Shore economy and thus have a positive effect on the West Shore as a Business Community.

Total Chamber Advisory Grant Request

\$10,000



October 31, 2008

To: Community Marketing Program Grants Subcommittee

Fr: Chamber Staff

Re: Discussion and Possible Action on Subcommittee Recommendation
and Approval of a Community Marketing Program Grant Request
Submitted by the Northstar Village Retailers Association

Background

The Northstar Village Retailers Association has submitted its FY-2008/09 Grant Request in the amount of \$10,000. Staff has reviewed the proposal and determined it to be consistent with the adopted Community Marketing Grant Program criteria.

The grant application is attached to this memorandum for your review and information. Northstar representative Joy Doyle will present the request and respond to any questions the Subcommittee may have.

Requested Action

Following questions and discussion, that the Subcommittee consider a positive recommendation in support of the Northstar Village Retailers Association grant request and forward your recommendation to the full Chamber of Commerce Advisory Committee.

NLT Community Marketing Partner Grant Request
Submitted by Joy M. Doyle on behalf of Northstar Village Retailers Association
Submitted October 29, 2008 / Presented November 4, 2008

Submitted by:

Northstar® Resort / Village at Northstar™ www.NorthstarAtTahoe.com

11025 Pioneer Trail, Suite 100, Truckee, CA 96161 jdoyle@boothcreek.com 550.2612

How long organized? 35 years

Is organization non-profit? No

Tax ID: 84-1359604

Purpose of Organization:

Northstar Resort is a four-season destination offering lodging and a wealth of recreational activities centered around a world-class Village.

Project Name:

Village at Northstar™ Magazine

Project Description:

Northstar Resort is in production on a 4-color, glossy stock, 8-page Village at Northstar magazine. The magazine will be distributed through Certified Folder in North Lake Tahoe, Truckee and Reno and in-room at all lodging units at Northstar Resort starting December 15, 2008. The center of the magazine will feature a spread of the village directory map. Each village restaurant and retailer will have a write-up and photo. Recreational activities will be included such as skating, bungee trampoline, etc. Also included will be an annual calendar of events as well as overall write-up about the shopping and dining experience in the Village at Northstar.

Project Purpose:

The Village at Northstar Magazine will market the village to lodging guests staying at Northstar Resort as well as additional Northstar lodging partner guests such as Tahoe Mountain Resort homeowners and guests. The magazine will inform existing lodging guest of what the Village has to offer and the village directory map will assist them in getting around. Secondly, the Village at Northstar Magazine will be distributed through Certified Folder racks to market the village to potential new guests. Many people, even locals, have yet to discover the new Village at Northstar and our goal with this high-end collateral piece is to entice new visitors. Reno/Tahoe/Truckee visitors, who pick up the magazine while in the area, could be enticed to make a return visit as well.

How is project consistent with organization's mission or purpose?

This marketing collateral piece will create stand-alone awareness for and information about the new Village at Northstar. The magazine will allow us to highlight what the Village at Northstar has to offer locals and guests including

35 shops and restaurants, events, and activities. Our goals are: (1) to increase new and return Village at Northstar visitation year-round, with an emphasis on non-ski season, late May- late November, and (2) present Village at Northstar information to existing guests enhancing the quality of their stay and enticing return visits.

How is this project consistent with the North Lake Tahoe Tourism and Community Investment Plan?

The new Village at Northstar is like no other Village in Tahoe. In one central location, visitors can dine, shop and participate in recreational and relaxing activities. Increased visitation to the Village at Northstar generates additional sales tax and transient occupancy tax for the county which can be reinvested marketing and sustaining the North Lake Tahoe community.

Total Project Budget \$ 13,000

Expenses:

Printing \$7,000

Design \$3,000

Certified Folder Distribution \$3,000

NLTRA Funds Requested \$10,000

Percentage of total project budget: 77 %

Additional sources of funding: *Back page advertising; confirmed at this time.*

Promotional Plan:

- 17,500 printed copies of Magazine
- In-Room Distribution to Lodging Guests at check-in at Northstar Resort, Tahoe Mountain Resort Lodging, Northstar club and Hyatt Residences starting in January 2009.
- Certified Folder Distribution in 92 specialized magazine size rack locations in North Lake Tahoe, Truckee and Reno December 15, 2008 – April 15, 2009.

Description of how success will be measured:

Magazine usage is a key measurement of success. We anticipate distribution of full printed quantity by late spring / summer 2009. Reprinting in 2009 is anticipated so the magazine can be distributed year-round. We will include a unique toll-free phone number in the magazine and track the number of calls we receive.



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

September 2, 2008 – 10:00 a.m.

Donald W. Reynolds Community Non-Profit Center, Incline Village

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Mike Young, Cheri Sprenger, Dave Wilderotter, Alex Mourelatos, Joy Doyle (10:15 a.m.), Ron Yglesias (10:36 a.m.)

RESORT ASSOCIATION STAFF: Kym Fabel, Steve Teshara and Whitney Parks

OTHERS IN ATTENDANCE: Randy Hill, Jim Clark, Linda Jury and Santa Claus

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 10:09 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Santa Claus announced that he is running for president of the United States in order to raise awareness of children's advocacy issues.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Mourelatos/Young) (4/0) to approve the Chamber Advisory Committee agenda with the addition of approval of the July 5, 2008 minutes under Item D Approval of Chamber of Commerce Meeting Minutes.**

4.0 APPROVAL OF MINUTES

- 4.1 **M/S/C (Wilderotter/Mourelatos) (5/0) to approve the Chamber Advisory Committee meeting minutes of July 1, 2008 as presented.**
- 4.2 **M/S/C (Wilderotter/Young) (4/0 – Abstention Wilderotter) to approve the Chamber Advisory Committee meeting minutes of August 5, 2008 with the amendments in section 9.2 regarding the Incline Village's Red, White and Tahoe Blue event.**

Additional Comments: Alex Mourelatos expressed a desire to increase marketing funding for local events (location based marketing) and would like to see this concern expressed to the NLTRA Marketing Committee.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reviewed the monthly Chamber Business Plan Implementation Report for the month of August. Kym noted that she continues to staff the Incline

Chamber office regularly. She reported that both mixers in August at the Potlach/Raley's Center and Northstar-at-Tahoe Village were a great success. On August 14, Steve and Ron Treabess attended a ribbon cutting at the remodeled historic fish hatchery in Tahoe City which is a field station for the U.C. Davis Tahoe Research Group. The Chamber cosponsored with the Tahoe Bonanza a forum on Independent Incline in August. There were 9 new members for the month of August and 4 renewals. The current total number of Chamber members is 644.

- 5.2 Kym reviewed the Chamber Web site statistics report. There were slightly fewer unique visitors at 1,662 compared to 1,933 last month. Alex suggested linking to Cool Deals on GoTahoeNorth from the events calendar on the Chamber site. He also suggested reviewing the number of hits from Google.
- 5.3 Kym provided a calendar of upcoming Chamber mixers and events. She reminded the Committee that the Autumn Food and Wine Festival is this weekend, September 5-7. There will be a mixer at Sierra Nevada College on September 11, a Washoe County Commissioners & North Lake Tahoe Fire Board Forum on September 17, and a Joint Mixer with the Truckee Donner Chamber on September 25 at the Resort at Squaw Creek. The Annual Membership Luncheon will be held on October 1st and will feature a report from the Olympic Heritage/Museum Committees on "Share the Spirit".

6.0 INFORMATIONAL PRESENTATION – NOVEMBER 4TH BALLOT PROPOSAL TO CONSIDER FORMATION OF THE TOWN OF INCLINE VILLAGE – PRESENTATION BY JIM CLARK, INDEPENDENT INCLINE

- 6.1 On November 4, 2008, voters in Incline Village and Crystal Bay will consider a proposal to form the Town of Incline Village. The proposal is being spearheaded by a local group, Independent Incline. Longtime resident and community leader Jim Clark presented information on this topic. A Question & Answer fact sheet was included in the packet for the Committee's review and information. This presentation is for informational purposes only; no action is being requested.
- 6.2 Jim Clark explained the advantages of forming the Town of Incline Village. He discussed the long history of community members of Incline Village working to create an independent town or a county. He said that much of the tax money raised in Incline Village is spent in Reno. Jim discussed the reason Independent Incline is pursuing Town status over City status. With Town status, Incline Village can pick and choose the type of services it wants to provide whereas with City status, the city must provide all services, including police and fire. Past studies concluded that City status was not financially feasible without tax increases. The new Town of Incline Village could initially provide services such as recreation, sewer, water and garbage collection, a review of Planning and Zoning matters through development review, Code Enforcement, Nuisance Abatement, Animal Control and Business Licensing. The boundaries of the new Town will include the current boundaries of the North Lake Tahoe Fire Protection District which includes Incline Village, Crystal Bay and up to Tahoe Meadows on State Route 431. IVGID would be dissolved as a special district and become the Town of Incline Village. IVGID elected officials would be appointed by Washoe County Commissioners to be the officials of the Town as of July 1, 2009, until the next general election in 2010 when the voters would elect all 5 members of the Town Board. There was discussion about the inclusion of Crystal Bay in the name of the new town. Jim said that due to an existing lawsuit with residents of Crystal Bay, the name for the time being is the Town of Incline Village.

- 6.3 Joy Doyle asked Jim about the main objections from voters. Jim said voters are worried about tax increases, more bureaucracy and fire board issues. He said the fire suppression issues have been addressed with the fire board; the solution is that the contract will be rewritten to protect the fire board. The fire chief will also be on the Board that deals with legislation. Jim noted that at the present time, IVGID could raise taxes at any time. He said that instead of more bureaucracy, there would be more consolidation. The Town would take over all assets of the General Improvement District. Mike Young asked about issues regarding private beaches in Incline Village. Jim reported that there is currently a lawsuit pending on this issue. Dave Wilderotter asked if becoming a town would change the TOT allocations. Jim said the TOT would not be affected by Town status.

7.0 STATUS REPORT – FY-2008/09 COMMUNITY MARKETING GRANT PROGRAM

- 7.1 Kym Fabel distributed a list of all applicants who submitted an Intent to Apply. There are 16 applicants, including the five business associations. She noted that if each of the applicants gave a 10-minute presentation at the September 30th meeting, the presentations section of the meeting would exceed three hours. Kym asked for all applicants to submit their applications by September 15th in order to give the Committee ample chance to review the information. She noted that the Lake Tahoe Shakespeare Festival as well as TOCCATTA will probably withdraw their applications due to the fact that one of the grant requirements is that the grant money must primarily benefit Placer County. The Tahoe City Downtown Association submitted an additional intent to apply for an event grant request. The Squaw Valley Business Association and the Squaw Valley Village Neighborhood Company are two separate grant requests. Kym reported that she explained to all applicants that there is only \$10,000 available in the fund this fiscal year. Cheri Sprenger noted that she does not intend to wait until April for her business association grant. The Committee discussed that the deadline for the grant should be changed to one deadline next year in April or May. They agreed to wait before making any changes to see how this year's process works out.
- 7.2 Steve Teshara suggested the business associations submit their grant requests applications at another time. Representatives of the non-business association/event requests will all attend the September 30th meeting to give their presentations. Kym reported that she did make the Lake Tahoe Music Festival aware of the Community Marketing Grant; she did not hear anything further from the Lake Tahoe Music Festival. There was discussion if the Community Marketing Grant Subcommittee should meet first and at a later meeting give recommendations to the Chamber Advisory Committee. Cheri feels that there is not sufficient time to review all applications in one week and then make a final decision the day of the presentations. Steve suggested that the Subcommittee listen to the presentations on September 30th, then develop and give their recommendations to the full Committee at the next meeting. The Committee discussed that the Advisory Committee could hear the Subcommittee's recommendations at the November 4th meeting. There was discussion that the grant money must be rewarded within 60 days of the submittal. Kym believes that moving the business association deadlines to another date will help alleviate some of the time sensitivity issues for the September 30th meeting. Cheri Sprenger asked for Kym to outreach to the business associations to ask them to submit a date that they will be asking for their \$10,000 request. Cheri suggested that the deadline for the event fund be extended to September 20, instead of September 15th. As long as there are no pressing items, the full Chamber Advisory Committee will not meet until November 4.

- 7.3 Dave Wilderotter noted that in our mission and overall marketing plan, he is not pleased that the \$65,000 marketing grant program has decreased to \$60,000. He believes in-market (location-based marketing) advertising should be a primary goal. Cheri agreed with Dave, and she said it is important to remind people why they have come to our area. This is not included in the NLTRA Strategic Marketing Plan. Steve reminded everyone that the County decreased the NLTRA's budget this year by eliminating FY-2006/2007 carryover. Dave feels something else, perhaps a billboard, should be eliminated before in-market advertising.
- 7.4 Steve Teshara reported that the in-market Map is currently being finalized. The map will soon be available for review in the NLTRA office for approximately 5 days. Committee members will be invited to review the map at this time.

8.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 8.1 **Incline Village:** Mike Young reported that there are many concerns with the proposed TRPA Shorezone Ordinance, particularly in Nevada, where many people feel that California is attempting to force its shorezone public access laws on Nevada, using TRPA as the means to do so.
- 8.2 **Tahoe City Downtown Association:** Dave Wilderotter reported that the last free Common's Beach concert of the season will be held on September 7, 2008. The Beer Gardeners will play at 3:15 p.m. and Pablo Cruise will play at 5:30 p.m. The Booster Club will conduct fundraising at the concert and will have food available for purchase. He also reported that community member John Ricard passed away last week. He worked for TCPUD helping to coordinate events at Commons Beach. A memorial will be held at Common's Beach on Saturday, September 6. The Harvest Festival will be held in Tahoe City during the month of October.
- 8.3 **Northstar-at-Tahoe:** Joy Doyle reported that Autumn Food and Wine is coming up this week. Mountain biking is still happening at Northstar on the weekends, and they still have their 18 Holes and Sushi Rolls promotion.
- 8.4 **North Tahoe Business Association:** Cheri Sprenger reported that Passport to Dining will be held October 2nd, 2008 from 6 p.m – 9 p.m. They have hired a painter to paint to the live band. The painting will then be auctioned off. The Family Resource Center will do a promotion during the event. Cheri reported that the Kings Beach concerts on the beach were extremely successful this year.

Other Updates:

Steve Teshara distributed copies of Parasol's 06/07 annual report for the Committee's review. The Placer County Economic Development Board will meet on September 18th at the North Tahoe Community Conference Center. There will be several presentations at this meeting including the County-wide tourism study, the Lake Tahoe Community Sustainability Indicators Project and a report on broadband at North Lake Tahoe.

Cheri Sprenger asked when the presentations from the community marketing grant could be presented to the NLTRA Board. Steve said the presentations could be presented to the Board at the October 1 Board meeting. All business associations that received a grant during fiscal year 07/08 can participate in a presentation to show the NLTRA Board the value and successes of the

community marketing grant program. This will support the pitch that this program should get more funding in the future. Alex suggested creating a few questions that each business association could answer.

10.0 ADJOURNMENT

10.1 There being no further business, the meeting was adjourned at 11:55 a.m.

Submitted by:

Whitney Parks, Administrative Assistant



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

**COMMUNITY MARKETING PROGRAM GRANT SUBCOMMITTEE
MEETING MINUTES**

September 30, 2008 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

SUBCOMMITTEE MEMBERS IN ATTENDANCE: Kelly Atchley, Justin Broglio, Joy Doyle, Kay Williams and Cheri Sprenger

CHAMBER/RESORT ASSOCIATION STAFF: Kym Fabel, Steve Teshara and Whitney Parks

OTHERS IN ATTENDANCE: Pettit Gilwee, Ruth Schnabel, Pam Pokorny, Barbara Wilcox, Marc Sapoznik, Jacquie Chandler, David Colley, Ernie Brassard, James Rawie, Mike Young and Alex Mourelatos

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:08 a.m. by Chair Justin Broglio and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Members of the Subcommittee and the audience introduced themselves.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Atchley/Sprenger) (5/0) to approve the Community Marketing Program Grant Subcommittee agenda as presented.**

4.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 4.1 Kym Fabel reported on upcoming events and mixers. The Annual Chamber Membership Luncheon will be held on Wednesday, October 1 at the North Tahoe Conference Center. There will be a mixer on October 9 at Cal-Neva. There will also be an Economy Forum at St. Patrick's Church in Incline Village on October 16. Several other events are included on the Fall Event Schedule in this month's meeting packet.

5.0 PRESENTATIONS BY APPLICANTS FOR EVENT GRANTS FROM THE FY 2008/2009 COMMUNITY MARKETING PROGRAM (TOTAL AVAILABLE - \$10,000)

- 5.1 The goal of this meeting is to listen to presentations from Community Marketing Program grant applications and begin deliberations on the development of grant recommendations for the full Chamber Advisory Committee on the amount of each grant to be rewarded. The Subcommittee will not finalize its

recommendations until the Tuesday, November 4th meeting. The total amount of money available in the Community Marketing Program Grant for special events and/or project applicants is \$10,000.

- **Geo Tahoe** – Jacquie Chandler and David Colley presented information regarding their grant application for Geotahoe.org (National Geographic Center for Sustainable Tourism). Jacquie explained the definition of Geotourism and discussed the importance of sustainable tourism in the North Lake Tahoe region. She presented a PowerPoint regarding Geotourism. She noted the 12 principles of Geotourism as defined by National Geographic. She said the grant would be used to create a central location housing sustainable tourism attractions in the Tahoe-Truckee region, as defined and selected by National Geographic. She discussed the connectivity of the Geotourism circle and how sustainable tourism positively affects both visitors and locals. The major project would be an online interactive map with video feeds. Jacquie said she is a professional story coach, and she would like to tell the sustainable story of Lake Tahoe.

Kelly Atchley asked how non-computer users could become involved in this project. Jacquie and David said printed maps would also be available and there would be materials regarding the project in National Geographic Adventure magazines.

Kay Williams asked Jacquie if the Subcommittee provided Geotahoe.org with less than the \$10,000 grant requested, if the Chamber would be out of the program. Jacquie said Geotahoe is working to collect grants from other sources. She needs the Chamber's support in order to expand this project and support sustainable tourism throughout Lake Tahoe.

Joy Doyle asked about the timeline of the project. Jacquie said they are trying to complete the project in one year. More information regarding this project can be found at Crownthecontinent.net and geotourism.org.

Kelly Atchley asked who would make the decision regarding what businesses and attractions were listed as sustainable. Jacquie said the stewardship council chosen by the National Geographic would make the final decisions.

- **Granite Chief Communications** – Pam Pokorny presented for Granite Chief Communications on behalf of Bill Jensen. She discussed a former event called Spring Blast. The Lake Tahoe Melting Man Festival would be similar to the Spring Blast event as an end of winter kickoff to Spring. The event would promote environmental awareness and high-tech environmental aspects such as solar panels to help the man melt. The event would also include a robotics and environmental awareness expo, as well as a interactive photos, a laser show and digital fireworks on a screen behind the Melting Man. Pam discussed some various other events that could be included as a part of the Melting Man Festival such as the Miss Big Sunshine event, and the Spring Splash, an event to help fund water safety programs. The location is yet to be determined, but a possible local includes Cal-Neva, so the man could be in both California and Nevada. Pam said a good locale for the Spring Splash would be in Kings Beach. She said a ski and snowboard jam and half pipe contest could take place at the Tahoe City Golf Course. Sponsorship is still to be determined. Pettit Gilwee noted that just the name Lake Tahoe Melting Man would create great publicity and editorial content.
- **SnowFest! Of North Lake Tahoe/Truckee** – Ruth Schnabel presented information on SnowFest! She said this is a very successful event, so people assume it pays for itself, but this is not true. Funding is needed in order for this event to continue. Ruth said SnowFest is one of the biggest events in North

Lake Tahoe. It will take place from February 27 to March 8 in 2009. She noted that there was increased success of events in Kings Beach last year, and she expects to see more involvement from Truckee this year. She discussed the SnowFest! Gold Pass and gave a brief history of the pass. Currently, the ski resorts do not seem interested in recreating this pass which was initially a large source of funding for SnowFest!. There was discussion about sponsorship for 2009. GMR Works is hoping to display GM vehicles throughout the community; Miller/Coors will also be a SnowFest! Sponsor this year.

- **Squaw Valley Institute** - Barbara Wilcox and Mark Sapoznik reported on behalf of John Wilcox. Squaw Valley Institute has created an event "A Toast to Tahoe Skiing" to celebrate the heritage and branding as of North Lake Tahoe as one of the premier ski destinations in the country. The event will include food stations, a fashion show and a live auction, all set to theme of Tahoe skiing and snowboarding. Warren Miller will entertain the audience with stories, serving as MC and auctioneer. Mark noted that this event will help fund the Squaw Valley Institute and support their artistic and cultural events throughout year. Committee members were concerned that most of the print collateral has already been produced for this event and that the Chamber logo might not be able to appear, if a grant was awarded. Mark said the Chamber logo could be added to the Web site and any additional collateral. He also needs the help of the Chamber and its community partners to create more local exposure for this event.
- **Ta-Hoe Nalu** – Kym Fabel noted that Ernie Brassard began the application process for this grant last February. Ernie presented information on Ta-Hoe Nalu. He discussed the history of Stand Up Paddling, the original form of Hawaiian surfing. He reported that he wanted to get a few of his friends involved in a small scale Stand Up Paddle event at Lake Tahoe, and the popularity of the sport quickly spread throughout the region. Ta-Hoe Nalu is a non-profit organization created to expand and promote this eco-friendly sport. Ernie is asking for grant money to help support the Ta-Hoe Nalu Second Annual Stand Up Paddle Classic at North Lake Tahoe on July 26, 2008 and October 5, 2008. Ta-Hoe Nalu has a Web site with a scrapbook of various Stand Up Paddle events at www.ta-hoenalu.com. Pettit Gilwee noted that there is currently a lot of interest from media in new and different sports and events, and Ta-Hoe Nalu would be a great source of media coverage.
- **TOCCATTA** - James Rawie presented information on TOCCATTA, a young classical music organization that established its 501c3 status in 2003. This past summer was TOCCATTA's most successful season to date, with 21 concerts around the Lake Tahoe region. There were outdoor concerts at Sand Harbor and Homewood, as well as events in South Lake Tahoe, Carson City and Reno. TOCCATTA is based in Incline Village. The organization is asking for this grant money to help publicize and promote their reasonably priced concerts, "Messiah" and "Basically Barocco". In the last few days, the Resort at Squaw Creek has emerged as a possible venue for these concerts; North Lake Tahoe High School is another possibility. Most of the singers are volunteers from community; members of the orchestra are paid. TOCCATTA would like to create a series of "Messiah" concerts the week before Christmas. Currently, no money has been spent on print collateral; the only form of advertising is word of mouth. The Committee wondered if the event would drive out of area interest. James said Messiah is a premier Christmas concert that is family-oriented and helps expand arts and culture in the North Lake Tahoe at a very affordable price.

- **Trails and Vistas** - Nancy Lopez reported on Trails and Vistas, an event that takes place the weekend after Labor Day. Trails and Vistas is a guided hike that focuses on environmental stewardship and local culture. She is hoping the event can expand in the future to multiple weekends and multiple locations. She would like to offer the event to local children as field trip opportunity. Current sponsors include Truckee Tahoe Community Foundation and a grant from the Arts and Culture Council of Truckee Tahoe. Nancy invited the community to participate in the creation of the art on the trails; local poets created poetry banners. The event focuses on the importance between our bodies and the Earth, and the connection we have to each other and the Earth. The grant money would be used for print marketing/advertising collateral and production of a television spot. Nancy noted that this is an event that is unique to our area. It's a great collaboration between artists, non-profits, volunteers and locals. In the past, the event has been held on Donner Summit. Next year, the event may possibly be held at Alpine Meadows with the theme *Dancing with Horses*.

Additional Commentary

Justin Broglio and Steve Teshara reviewed next steps in the grant process with the Subcommittee and the grant applicants. Final Subcommittee recommendations will be made at the next meeting on Tuesday, November 4th at 9:00 a.m. Kay Williams reminded all the grant applicants about the marketing efforts available through the North Lake Tahoe Chamber and the Community Partners and about Pettit Gilwee's public relations opportunities.

Alex Mourelatos asked staff about the previous Infrastructure grant for Squaw Valley Institute. Steve confirmed that two grants, totaling \$15,000 were previously provided by the NLTRA to establish and sustain the Institute.

Justin discussed the possibility of splitting the grant money to save some funding for the Spring grant deadline. Alex felt it was important to be clear with applicants that this is an ongoing process, and everyone had good ideas. He noted that there are many events that need sponsorship, and it is important to make the Board aware of these events. Kym Fabel discussed the possibility of having one date for all applicants to be submitted next year, so the entire amount of money available could be distributed at the same time.

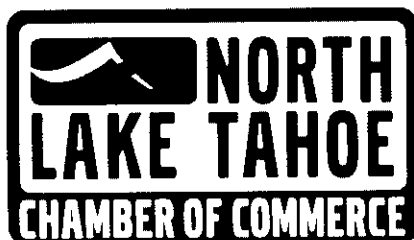
The Subcommittee members initiated preliminary discussion involving potential grant recommendations and exchanged feedback and ideas.

6.0 ADJOURNMENT

- 6.1 There being no further business, the meeting was adjourned at 11:41 a.m.

Submitted by:

Whitney Parks, Administrative Assistant



October 31, 2008

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: **Item G** - Discussion and Possible Action to Consider Subcommittee Recommendations and Approval of Community Marketing Program Event Grants

Item H - Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant

Request

Submitted by the West Shore Association

Item I - Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Request Submitted by the Northstar Village Retailers Association

Item G

The Subcommittee will present its event grant recommendations, as completed following final deliberations during the earlier Subcommittee meeting.

Requested Action

Following any additional discussion, that the Committee consider the Subcommittee recommendations and take action to approve, as appropriate.

Item H

Please refer to the West Shore Association grant application which is provided in the Subcommittee section of this packet.

Requested Action

Following any additional discussion, that the Committee consider the Subcommittee recommendation and take action to approve the West Shore Association Grant, as appropriate.

Item I

Please refer to the Northstar Village Retailers Association grant application which is provided in the Subcommittee section of this packet.

Requested Action

Following any additional discussion, that the Committee consider the Subcommittee recommendation and take action to approve the Northstar Village Retailers Association grant, as appropriate.



October 31, 2008

To: Chamber of Commerce Advisory Committee

Fr: NLTRA Management Team
Chamber Staff

Re: Discussion and Request for Participation by Interested Committee Members -
NLTRA Marketing Decision Tool Development

Background

Recently, NLTRA Marketing Committee members Dan Tester and Ron Parson met with Tourism Director Andy Chapman to discuss the development of a "Marketing Decision Tool." This concept was further discussed at the October 28th NLTRA Marketing Committee meeting (see attached summary of the discussion).

Ron Parson plans to attend and review the Marketing Decision Tool concept with your Committee. His goal is to provide information and ask if one or two members of the Chamber Advisory Committee would be willing to serve on the Marketing Decision Tool Development Working Group.

9.0 DISCUSSION ON MARKETING DECISION TOOL DEVELOPMENT

- 9.1 Dan Tester, Ron Parson and Andy Chapman met last week to discuss the Marketing Decision Tool concept. Andy noted the purpose is to identify need periods by quarters and locations in the region, designed to determine demand periods at mountain resorts vs. lake resorts. The concepts discussed were 1. Improve patterns of business. 2. Breakdown by travel segment. 3. Determine areas of opportunity. 4. Develop marketing programs during these time periods.
- 9.2 Ron Parson discussed the angst in the community regarding the marketing directions of the NLTRA; he noted the importance of the legitimacy of this information. The Marketing Committee should be able to explain to the community the importance of NLTRA marketing and its marketing plan. There must be methodology to justify what this Committee does as an entity. Ron created slides and distributed the information to the Committee. He noted that the statistics do not have to be exact, only guidelines. This information could include types of visitor businesses, lodging performance by geographic area, food performance by geographic area. We must choose what to measure and create measurable guidelines. This study will be a one time analysis of food, recreation and retail. This study could help to shape the future development of the marketing plan. The next steps are to find data to demonstrate the patterns of various tourism-based business and breakdown this information by travel segment and area of opportunity. The Marketing Committee should then develop programs to fill these areas.
- 9.3 Whitney Parks suggested using the North Lake Tahoe Truckee Leadership program to gather the data for this project. Andy Chapman suggested involving members of the Chamber of Commerce Advisory Committee. Dan Tester suggested creating a working group/task force to help determine the type of information or data for the leadership program or Chamber Advisory Committee to help find and correlate.
- 9.4 The Marketing Decision Tool Development working group/task force will consist of Ron Parson, Dan Tester, Lolly Kupec and NLTRA staff.



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
October 20, 2008**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities on the North Shore.
- B. Upcoming Articles Featuring North Lake Tahoe – working with both Sunset Magazine and Self Magazine on future Tahoe stories.
- C. Domestic Press Trip – coordinating press trip Guy Fieri of the Food Network (scheduled to arrive and depart in late December), and recently hosted John McKinney of Frommer’s and Top Gear (top rated New Zealand TV show and magazine).

II. News Releases – 6 news releases in the works

- A. New Website Interactive Features – drafting
- B. Tahoe Biltmore Chamber Mixer (November 6) – drafting
- C. Incline Village Teachers Luncheon (November 12) – drafting
- D. Tahoe Maritime Museum Chamber Mixer (November 20) – drafting
- E. Chamber Event Grant Honorees – drafting
- F. North Lake Tahoe Revels in New Snow – drafting, when appropriate

III. News Releases – 10 news releases distributed since our September 16 report

- A. Resort at Squaw Creek to Host Chamber Mixer Thursday
- B. Get Outdoors this Fall with Tahoe Recreational Races (VNR release)
- C. NLTRA's Year-End Report Available Online
- D. Cal Neva/Tahoe Players to Host Chamber Mixer this Thursday
- E. What's New in North Lake Tahoe Winter 2008/09
- F. North Lake Tahoe Welcomes First Snow of the Season
- G. North Lake Tahoe Chamber Hosts Winter Recreation Lunch Nov. 6
- H. NLTRA Board Candidate Filing Deadline is November 3
- I. Dress the Part(y) to Host Chamber Halloween Mixer October 23
- J. North Lake Tahoe Winter Events 2008/09

IV. Media Leads – 33 media requests we've responded to since our September 16 report (does not include those journalists we've actively pitched)

- A. LA Times – Hugo Martin, Tahoe Rim Trail story, 9/16
- B. Self Magazine – Lee Walker, Tahoe article, 9/16
- C. Far West Skier's Guide – Leigh Gieringer, images, 9/16
- D. IVGID – Micelle Chmielewski, images, 9/16
- E. Life After 50 Magazine - Ed Boitano, images, 9/22
- F. SwellCityGuide.com – Haya Zoubi, What's New for Winter, 9/22
- G. Frommer's – John McKinney, press trip, 9/22
- H. San Francisco Magazine – Lorraine Sanders, winter story ideas, 9/24
- I. San Jose Mercury News – Terri Hunter, images, 9/24
- J. Lily Creative Group (SF) – Laura Wegner, visitor stats, 9/25
- K. Skier News – Dave Leonardi, Tahoe story ideas, 9/25
- L. Le Petit Fute (French guidebook) – Elodie Schuck, images, 9/29
- M. Sunset Magazine – Peter Fish, Tahoe summer story ideas, 9/29
- N. Via Magazine – Laurie Isola, What's New this Winter, 9/30
- O. KAHl Radio (Auburn, CA) – Tahoe winter story ideas, 9/30
- P. Boston Ski & Snowboard Expo – Tahoe winter story ideas, 9/30
- Q. New Jersey freelancer – Mark Montclair, What's New this Winter, 10/6

- R. CNBC Asia – Isabelle, Asian visitor statistics, 10/6
- S. Inner-City Express – Mike Sher, press trip, 10/7
- T. Freelancer – Mark Wircy, What’s New this Winter, 10/7
- U. Association News – Ann Shepphird, Tahoe story ideas, 10/7
- V. San Francisco Chronicle – Jay Jones, dog-friendly story ideas, 10/8
- W. Chicago Tribune – Dan Leeth, What’s New this Winter, 10/10
- X. Freelancer – Lena Katz, press trip, 10/10
- Y. Freelancer – Eileen Ogintz, ski passes for children story, 10/11
- Z. Strictly Slots Magazine – Jeffrey Compton, holiday promotions, 10/11
- AA. Nevada Magazine – Ann Henderson, images, 10/13
- BB. KGO Newstalk – John Hamilton, images for his blog, 10/13
- CC. San Francisco Magazine – Bruce Kelly, press trip, 10/15
- DD. Small Market Meetings Magazine – Vickie Mitchell, 10/15
- EE. Meetings West Magazine – Carolyn Blackburn, what’s new, 10/16
- FF. CTTC Holiday Travel news release – Learn to Ski images, 10/16
- GG. Sierra Heritage Magazine – Jane Rounsaville, press trip, 10/16